



CITY OF FRISCO
FRISCO ATHLETIC CENTER
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TO: Members of the Parks and Recreation Board

CC: Henry Hill, Deputy City Manager
 Rick Wieland, Parks and Recreation Director
 Marcy Jones, Recreation Services Manager

FROM: Krysta McFarland, Aquatic Program Coordinator

DATE: December 1, 2009

SUBJECT: Monthly Report on the Registration, Participation and Revenue of the Water Aerobics and Learn to Swim Programs

The purpose of this memorandum is to provide an update on the registration and participation of the Water Aerobics and Learn to Swim Programs offered by the Parks and Recreation Department. The chart below shows the comparison of registered participants and revenue generated. Revenue generated and registered participants are **solely based** on the amount of classes that have a start date in November 2009. Each of the different areas in aquatics has been broken down by program registration revenue. Overall, the Aquatic Program Division received \$12,020.00 in program registrations for classes that are operating in November. The Learn to Swim program had a drop in the number of participants due to concerned parents not wanting to expose their children to potential illnesses.

Aquatic Programs

Program	Number of Participants	Revenue Collected November 2008	Number of Participants	Revenue Collected November 2009
Water Aerobic Fisd	14	\$518.00	14	\$709.00
Water Aerobic Fisd Daily Drop In	3	\$15.00	3	\$21.00
Water Aerobic FAC Daily Attendance	344	\$0.00	585	\$0.00
Water Aerobic FAC Punch Pass	0	\$0.00	7	\$315.00
Swim Lessons	250	\$11,530.50	195	\$10,375.00
Private Swim Lessons	13	\$390.00	8	\$240.00
Semi-private Swim Lessons	2	\$100.00	0	\$0.00
WSI Class				
Lifeguard Class				
Wiggle and Wade	0	\$0.00	6	\$360.00
TOTAL	626	\$12,553.50	818	\$12,020.00

Frisco Athletic Center

FY 2010 Number Of Participants

Month	Water Aerobics	ARC Classes	Swim Lessons	Fisd Water Aerobics
October-09	644	0	226	23
November-09	585	0	195	17
December-09				
January-10				
February-10				
March-10				
April-10				
May-10				
June-10				
July-10				
August-10				
September-10				
Year Total	1229	0	421	40